LEO BURNETT COMPANY, *Inc.*
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One empty gum pack can protect these children from Smallpox

But unfortunately that's only a beginning.

Every day these children are threatened with one disease or another.

Where they live, medical care is inadequate. Hunger is a way of life. Getting clothes to wear is almost impossible. Their one hope is you.

Help Clark help children through UNICEF

This year Clark Gum will raise money for UNICEF, at Halloween time. We'll give UNICEF 2½ cents for every empty Clark Gum or Clark Di-et Gum pack that you send us. The UNICEF goal is a world of healthy, happy children, and this is one easy way you can help.

The empty packs you send will buy food, vitamins, medicine, and thousands of other things for needy kids.

No amount is too small. One empty pack will provide a child with a quart of milk. Two empty packs buy enough vaccine to protect a child from diphtheria, whooping cough, and tetanus. Just three empty packs will protect a child from malaria for a year.

Remember, UNICEF is only as strong as the people behind it. So don't stop with yourself. Encourage your club or organization to make Clark Gum empty packs for UNICEF a special project. Even the kids can help.

Give more than your sympathy!

I am enclosing _____ Clark Gum or Clark Di-et Gum empty packs for UNICEF children.

Name _____

Address _____

City _____

State _____ Zip _____

Send to:
Clark Gum Wrappers for UNICEF, POB 9295, St. Paul, Minn. 55177

Offer expires December 31, 1970

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